

A close-up photograph of a woman with long, wavy brown hair, wearing a dark top and a large, ornate necklace. She is singing passionately into a vintage-style silver microphone. The background is dark and moody, with dramatic lighting highlighting her face and the microphone.

34TH ANNUAL JAZZ FESTIVAL

**PREMIER
MUSIC
EXPERIENCE**



Challenge

With more options than ever available to residents, Atlanta's OCA needed to increase awareness of the Atlanta Jazz Festival during the Memorial Day holiday weekend. Because the event is not funded by tax-payer dollars, OCA is also charged with creative ways to generate revenue and attracting music lovers throughout the US, especially the southern region (GA, FL, AL, SC/NC, etc.)

Solution

Working in concert with GA Dept. of Tourism and the Atlanta Convention & Visitors Bureau, PSMG, created and implemented a 360-degree branding campaign that included digital, mobile app development, social media, and traditional PR. PSMG also spearheaded (strategic partnerships the GA Dept. of Transportation (511), restaurants, retailers, Facebook and Foursquare. Other program components included weekly e-blasts and social media content management, promotions and giveaways, sponsor recognitions, and a Youth Jazz Band Competition.

Outcome

The campaign reached over 1.5 million supporters generating \$7.8 Million in earned media. That year, the AJF had record-breaking attendance with 225K+ visitors. PSMG also launched its first ever mobile app featuring maps, parking/traffic, artist info, merchant offers and more. AJF received 270 million media impressions in 330+ print, TV and online outlets including: NPR, Travel & Leisure, The Atlantan, Delta Sky Magazine and Frommer's, among others. The free event generated over \$.5 Million in revenue for the City and did not cost tax-payers to produce.